

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

| | | |
|---|---|--|
| Contract / Revision 572709 / | | Alt Order # 09710606 |
| Product NRSC 2012 | | |
| Contract Dates 10/03/12 - 10/09/12 | | Estimate # |
| Advertiser National Republican Senate Committee | | Original Date / Revision 09/04/12 / 09/04/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station WITI | Account Executive Trevor Heaton | Sales Office Washington DC |
| Special Handling | | |
| Demographic Adults 35+ | | |
| IDB# 8201 | Advertiser Code 6087 | Product Code |
| Agency Ref | | Advertiser Ref |

And:

Strategic Media Services, Inc
3299 K Street NW
Washington, DC 20007

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|----|-------------------|-----------------|---------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | 6 | 10/03/12 | 10/09/12 | M-F 6a-630a | 6a-630a | | :30 | | | NM | 2 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/03/12 | 10/09/12 | MTWTF-- | | | | 2 | \$550.00 | | | |
| N 2 | 6 | 10/03/12 | 10/09/12 | M-F 630a-7a | 630a-7a | | :30 | | | NM | 3 | \$1,650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/03/12 | 10/09/12 | MTWTF-- | | | | 3 | \$550.00 | | | |
| N 3 | 6 | 10/03/12 | 10/09/12 | M-F 7a-730a | 7a-730a | | :30 | | | NM | 3 | \$1,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/03/12 | 10/09/12 | MTWTF-- | | | | 3 | \$650.00 | | | |
| N 4 | 6 | 10/03/12 | 10/09/12 | M-F 730a-8a | 730a-8a | | :30 | | | NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/03/12 | 10/09/12 | MTWTF-- | | | | 2 | \$650.00 | | | |
| N 5 | 6 | 10/03/12 | 10/09/12 | M-F 8a-830a | 8a-830a | | :30 | | | NM | 3 | \$1,650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/03/12 | 10/09/12 | MTWTF-- | | | | 3 | \$550.00 | | | |
| N 6 | 6 | 10/03/12 | 10/09/12 | M-F 830a-9a | 830a-9a | | :30 | | | NM | 2 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/03/12 | 10/09/12 | MTWTF-- | | | | 2 | \$550.00 | | | |
| N 7 | 6 | 10/03/12 | 10/09/12 | M-F 11a-1130a FOX 6 | 11a-1130a | | :30 | | | NM | 2 | \$630.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/03/12 | 10/09/12 | MTWTF-- | | | | 2 | \$315.00 | | | |
| N 8 | 6 | 10/03/12 | 10/09/12 | M-F 1130a-12p FOX 6 | 1130a-12p | | :30 | | | NM | 3 | \$945.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/03/12 | 10/09/12 | MTWTF-- | | | | 3 | \$315.00 | | | |
| N 9 | 6 | 10/03/12 | 10/09/12 | M-F 1p-2p | 1p-2p | | :30 | | | NM | 5 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/03/12 | 10/09/12 | MTWTF-- | | | | 5 | \$150.00 | | | |
| N 10 | 6 | 10/03/12 | 10/09/12 | M-F 3p-4p | 3p-4p | | :30 | | | NM | 5 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/03/12 | 10/09/12 | MTWTF-- | | | | 5 | \$200.00 | | | |
| N 11 | 6 | 10/03/12 | 10/09/12 | M-F 4p-430p | 4p-430p | | :30 | | | NM | 4 | \$1,340.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/03/12 | 10/09/12 | MTWTF-- | | | | 4 | \$335.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 572709 / | 09710606 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/03/12 - 10/09/12 | NRSC 2012 | |

| | |
|--------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| National Republican Sen: | 09/04/12 / 09/04/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Totals Amount | | | | | | | | | | | | | | | |
|--|-----------------|-----------------|-------------------|---------------------|----------------|------|--------|------------|------|------|-------|------------------|-------------------|-----------------|-----------------|-------------------|-------------|----------|----------|-------------|---|-------------|----------------|----------|---------|---|----------|
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/03/12</td><td>10/09/12</td><td>M-F 430p-5p</td><td></td><td>430p-5p</td></tr><tr><td>Week: 10/03/12</td><td>10/09/12</td><td>MTWTF--</td><td>2</td><td>\$335.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/03/12 | 10/09/12 | M-F 430p-5p | | 430p-5p | Week: 10/03/12 | 10/09/12 | MTWTF-- | 2 | \$335.00 |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/03/12 | 10/09/12 | M-F 430p-5p | | 430p-5p | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/03/12 | 10/09/12 | MTWTF-- | 2 | \$335.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 12 | 6 | 10/03/12 | 10/09/12 | M-F 430p-5p | 430p-5p | | :30 | | | NM | 2 | \$670.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/03/12</td><td>10/09/12</td><td>MTWTF--</td><td>2</td><td>\$335.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/03/12 | 10/09/12 | MTWTF-- | 2 | \$335.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/03/12 | 10/09/12 | MTWTF-- | 2 | \$335.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 13 | 6 | 10/03/12 | 10/09/12 | M-F 5p-530p | 5p-530p | | :30 | | | NM | 5 | \$2,175.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/03/12</td><td>10/09/12</td><td>MTWTF--</td><td>5</td><td>\$435.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/03/12 | 10/09/12 | MTWTF-- | 5 | \$435.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/03/12 | 10/09/12 | MTWTF-- | 5 | \$435.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 14 | 6 | 10/03/12 | 10/09/12 | M-F 530p-6p | 530p-6p | | :30 | | | NM | 5 | \$2,175.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/03/12</td><td>10/09/12</td><td>MTWTF--</td><td>5</td><td>\$435.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/03/12 | 10/09/12 | MTWTF-- | 5 | \$435.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/03/12 | 10/09/12 | MTWTF-- | 5 | \$435.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 15 | 6 | 10/03/12 | 10/09/12 | M-F 6p-630p | 6p-630p | | :30 | | | NM | 5 | \$2,500.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/03/12</td><td>10/09/12</td><td>MTWTF--</td><td>5</td><td>\$500.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/03/12 | 10/09/12 | MTWTF-- | 5 | \$500.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/03/12 | 10/09/12 | MTWTF-- | 5 | \$500.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 16 | 6 | 10/03/12 | 10/09/12 | M-F 630p-7p | 630p-7p | | :30 | | | NM | 5 | \$2,500.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/03/12</td><td>10/09/12</td><td>MTWTF--</td><td>5</td><td>\$500.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/03/12 | 10/09/12 | MTWTF-- | 5 | \$500.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/03/12 | 10/09/12 | MTWTF-- | 5 | \$500.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 17 | 6 | 10/03/12 | 10/09/12 | M-F 9-930p | 9p-930p | | :30 | | | NM | 3 | \$3,300.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/03/12</td><td>10/09/12</td><td>MTWTF--</td><td>3</td><td>\$1,100.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/03/12 | 10/09/12 | MTWTF-- | 3 | \$1,100.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/03/12 | 10/09/12 | MTWTF-- | 3 | \$1,100.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 18 | 6 | 10/03/12 | 10/09/12 | M-F 930-10p | 930p-10p | | :30 | | | NM | 2 | \$2,000.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/03/12</td><td>10/09/12</td><td>MTWTF--</td><td>2</td><td>\$1,000.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/03/12 | 10/09/12 | MTWTF-- | 2 | \$1,000.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/03/12 | 10/09/12 | MTWTF-- | 2 | \$1,000.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 19 | 6 | 10/03/12 | 10/09/12 | M-F 10p-1035p | 10p-1035p | | :30 | | | NM | 3 | \$3,000.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/03/12</td><td>10/09/12</td><td>MTWTF--</td><td>3</td><td>\$1,000.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/03/12 | 10/09/12 | MTWTF-- | 3 | \$1,000.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/03/12 | 10/09/12 | MTWTF-- | 3 | \$1,000.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 20 | 6 | 10/03/12 | 10/09/12 | M-F 1105p-1135p | 1105p-1135p | | :30 | | | NM | 5 | \$1,125.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/03/12</td><td>10/09/12</td><td>MTWTF--</td><td>5</td><td>\$225.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/03/12 | 10/09/12 | MTWTF-- | 5 | \$225.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/03/12 | 10/09/12 | MTWTF-- | 5 | \$225.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 21 | 6 | 10/06/12 | 10/06/12 | Sa 7a-9a | 7a-9a | | :30 | | | NM | 1 | \$450.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/01/12</td><td>10/07/12</td><td>-----S-</td><td>1</td><td>\$450.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/01/12 | 10/07/12 | -----S- | 1 | \$450.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/01/12 | 10/07/12 | -----S- | 1 | \$450.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 22 | 6 | 10/06/12 | 10/06/12 | College Football on | various | | :30 | | | NM | 1 | \$2,000.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/01/12</td><td>10/07/12</td><td>-----S-</td><td>1</td><td>\$2,000.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/01/12 | 10/07/12 | -----S- | 1 | \$2,000.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/01/12 | 10/07/12 | -----S- | 1 | \$2,000.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 23 | 6 | 10/06/12 | 10/06/12 | Sa 930p-10p | 930p-10p | | :30 | | | NM | 1 | \$1,000.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/01/12</td><td>10/07/12</td><td>-----S-</td><td>1</td><td>\$1,000.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/01/12 | 10/07/12 | -----S- | 1 | \$1,000.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/01/12 | 10/07/12 | -----S- | 1 | \$1,000.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 24 | 6 | 10/07/12 | 10/07/12 | Su 7a-9a | 7a-9a | | :30 | | | NM | 1 | \$450.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/01/12</td><td>10/07/12</td><td>-----S</td><td>1</td><td>\$450.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/01/12 | 10/07/12 | -----S | 1 | \$450.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/01/12 | 10/07/12 | -----S | 1 | \$450.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 25 | 6 | 10/07/12 | 10/07/12 | FOX News Sunday | 9a-10a | | :30 | | | NM | 1 | \$250.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/01/12</td><td>10/07/12</td><td>-----S</td><td>1</td><td>\$250.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/01/12 | 10/07/12 | -----S | 1 | \$250.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/01/12 | 10/07/12 | -----S | 1 | \$250.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 26 | 6 | 10/07/12 | 10/07/12 | NFL on FOX Pregame | various | | :30 | | | NM | 1 | \$2,000.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/01/12</td><td>10/07/12</td><td>-----S</td><td>1</td><td>\$2,000.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/01/12 | 10/07/12 | -----S | 1 | \$2,000.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/01/12 | 10/07/12 | -----S | 1 | \$2,000.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 27 | 6 | 10/07/12 | 10/07/12 | GB Packers Football | various | | :30 | | | NM | 1 | \$19,000.00 | | | | | | | | | | | | | | | |
| <table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>10/01/12</td><td>10/07/12</td><td>-----S</td><td>1</td><td>\$19,000.00</td></tr></table> | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | 10/01/12 | 10/07/12 | -----S | 1 | \$19,000.00 | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | | | | | | | | | | | | | | | |
| 10/01/12 | 10/07/12 | -----S | 1 | \$19,000.00 | | | | | | | | | | | | | | | | | | | | | | | |
| N 28 | 6 | 10/07/12 | 10/07/12 | Su 5p News | 5-6p | | :30 | | | NM | 1 | \$600.00 | | | | | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 572709 / | 09710606 |

| Contract Dates | Product | Estimate # |
|---------------------|-----------|------------|
| 10/03/12 - 10/09/12 | NRSC 2012 | |

| Advertiser | Original Date / Revision |
|--------------------------|--------------------------|
| National Republican Sen: | 09/04/12 / 09/04/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Totals SpotsAmount | |
|--------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-----------------------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S | | | | 1 | \$600.00 | | | |
| N 29 | 6 | 10/07/12 | 10/07/12 | Su 930p-10p | 930p-10p | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S | | | | 1 | \$1,000.00 | | | |
| N 30 | 6 | 10/07/12 | 10/07/12 | Su 10p-1035p | 10p-1035p | | :30 | | | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S | | | | 1 | \$1,400.00 | | | |
| Totals | | | | | | | | | | | 79 | \$61,010.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/09/12 | 79 | \$61,010.00 | \$51,858.50 |
| Totals | 79 | \$61,010.00 | \$51,858.50 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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